

GREENWAY



Greenway-Chaplin
Community Centre

**2020
ANNUAL
REPORT**



VISION

Empowering Strong Community!

MISSION

Greenway-Chaplin Community Centre connects community residents by offering neighbours and friends the opportunity to thrive by providing recreational, educational, supportive programs and volunteer opportunities.

VALUES

The Greenway-Chaplin Community Centre holds to following values as core to who we are and how conduct ourselves as an organization.



BOARD OF DIRECTORS

Jennifer Sutton, *Chair*

Martin Snead, *Treasurer*

Tanya Costello, *Secretary*

Shianna Hofstetter, *Member at Large*

Aaron O'Keefe, *Member at Large*



Justin (left) and Noah (right) outside of our front entrance.

LETTER FROM ED & BOARD CHAIR

What a year 2020 was! The Board of Directors would like to thank the Greenway-Chaplin Staff Team for their flexibility and creativity as they pivoted in March to provide recreation programs and summer camp in a virtual format. We are so thankful for technology that supported this shift with our main phone line ringing through to a cell phone that was answered by Greenway staff from their home office, online bookkeeping and payroll, laptops and Google for Nonprofits that keeps our work email and files in order. Thank you to our supportive neighbours who keep calling and emailing with their questions and appreciation! We are so grateful for this caring community who looks after each other and who demonstrated resilience in this unusual time.

We are so humbled to take this journey of neighbourhood development with you! We are looking forward to the new Greenway-Chaplin Community Garden which will officially open in 2021. This new eco friendly, intergenerational space will open new opportunities for us to gather and celebrate together - hopefully soon!

Sincerely,

Jennifer Sutton
Board Chair

Emily Jaarsma
Executive Director

We are so grateful for this caring community who looks after each other and who demonstrated resilience in this unusual time.



CONNECTING COMMUNITY

2020 was the first year that the Board and Staff at Greenway-Chaplin were intentionally going to focus and build on the awareness of our neighbourhood association in our catchment area. When the Board and Staff met at the end of January 2020, we were all excited about the new strategic direction and the new vision statement - **Empowering strong community!**

But what are the best ways to reach out and connect with new neighbours? Who are the voices that are missing in our programs or at Greenway-Chaplin? What are our neighbours excited about, worried about or wondering about? As a first step in this exploration, Greenway-Chaplin joined the Tamarack Institute Cities Building Communities collective impact movement that aims to strengthen neighbourhoods and end social isolation in Canada. This group connected us with municipalities and neighbourhood groups across Canada and we learned so much.

In 2021, we continue to have conversations with neighbours, community agencies, and institutions. We have more questions now and so we will continue to listen and learn.

FIND OUT MORE

- tamarackcommunity.ca/latest/pivoting-towards-authentic-virtual-engagement-greenway-chaplin
- greenwaychaplin.com/greenway-chaplin-deepening-community-project-2020

NEWCOMER ENGAGEMENT

GCCC staff worked with Kinbridge Community Association and the City of Cambridge on a new Newcomer Engagement Program. This program is funded by the Federal Government and 2 Engagement Staff started work in November 2020. One staff is focused on newcomer youth and the other staff is focused on older adults across the City of Cambridge.

In 2021, we are looking forward to offering a variety of virtual or in person programs in our neighbourhood and in partnership with the Newcomer Engagement Program.

In December, GCCC hosted a virtual film festival as part of the Global Migration Film Event in partnership with Waterloo Region Immigration Partnerships. It was an opportunity to watch a Canadian production of a migrants story and we listened to the immigration stories of the 2 Newcomer Engagement Staff as well. Attendees asked questions and we able to share their stories too.



As part of the GCCC **connecting community** focus, GCCC offered to be the fiscal sponsor for BIPOC grant through the KW Foundation to support the Muslim Women of Cambridge grassroots group. The grant application was successful and we look forward to sharing the learnings in 2021.

GCCC staff team has started to partner with local organizations in order to offer new programs (for example, ESL Online Classes) in different languages or for specific populations. We are excited about the opportunities to grow these partnerships and walk with our neighbours.

NEW PROGRAM FOR 2021



SUMMER ADVENTURE BOX

ONLY \$5.00

WE ARE BRINGING CAMP TO YOU THIS SUMMER!

Each box has dozens of camp activities and virtual programs to accompany it!

Visit www.greenwaychaplin.com/summer-camp

Would You Rather?

Be able to understand animals?
----- OR -----
Read a person's mind?

Summer Camp staff packed our Summer Adventure Boxes for at-home play - with activity sheets, craft supplies and yummy treats.



GREENWAY-CHAPLIN

BOYS CLUB

TUESDAY NIGHTS
6:00 - 7:00 PM ON ZOOM
OCTOBER 27 - DECEMBER 1

ALL THE SUPPLIES YOU NEED DELIVERED RIGHT TO YOUR DOOR!

VIRTUAL @3:30

AFTER SCHOOL PROGRAM

YouTube GREENWAY-CHAPLIN COMMUNITY CENTRE

ART CLUB

Tuesdays at 6:00 PM on Zoom

Supplies for the program are delivered to your door step!

Starting March 16th
Ages 6-12

Greenway-Chaplin Community Centre

FAMILY TRIVIA NIGHT

Thursday, May 7th
6:00 - 7:00 PM
On Facebook Live!

We used Facebook to hold live events and spread the word about our virtual programs.

OUR PROGRAMS GO VIRTUAL

Greenway-Chaplin Community Centre aims to offer the best programs. As an accreditation HIGH FIVE agency through Parks and Recreation Ontario, GCCC hires trained recreation professionals who plan, facilitate and evaluate programs for children and youth.

Recreation programs in 2020 included After School Program for Grade 1-6 at Christ the King Catholic Elementary, Basic Coding, Cooking with Joy and Curious Kids Science Club.

We explored virtual family programs like our Facebook live Family Trivia nights every Thursday at 7 pm.

GCCC staff created 'Program in a Box' (supplies to participate and an activity booklet) for summer camp (3 versions and 300 boxes sold) and winter break boxes in December.

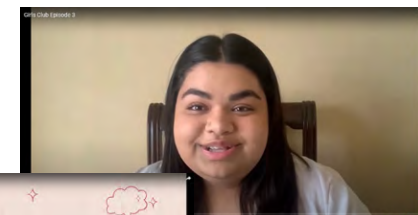
A YouTube channel was created and the GCCC staff became film directors for recorded recreation content.

FIND OUT MORE

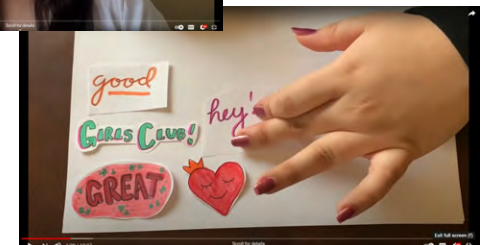
- greenwaychaplin.com/programs
- greenwaychaplin.com/summer-camp
- youtube.com/channel/UCLrxKAZOUFdbar6znUMvHog

The Greenway Volunteer Team was unable to share their time and talents in person but a variety of virtual opportunities at summer camp and through virtual events youth and adults were able to support us.

We miss our volunteers and Zoom hangouts are not the same as a coffee and conversation in person!



Afeera shows viewers how to make stickers on YouTube.





Greenway Summer Staff take part in a team-building exercise

OPPORTUNITIES FOR YOUTH

YOUTH EMPLOYMENT PROGRAM

GCCC is a learning focused organization. We learn as a staff team on an ongoing basis. This training increases with the addition of the summer camp contract staff. GCCC is a community partner of the YouthForce Youth Employment Program hosted by Kinbridge Community Association. This employment program provides opportunities for the youth who live in our neighbourhood to receive training and be hired to complete housing inspections or outdoor beautification of the Region of Waterloo Housing Units over the summer.

YOUTH DEVELOPMENT PROGRAM

In 2020, GCCC was approved for a Trillium Seed Grant for 1 year to formalize the Youth Development Program. This grant is supporting Joey Sinclair (Recreation Supervisor) to take the lead with this program and the funds were deferred until April 2021. We are looking forward to a youth survey to gain understanding of what youth Cambridge are interested in learning and what barriers they may have to employment.

In 2021, this program will offer a variety of training opportunities like First Aid or Safe Food Handling to help prepare the youth for employment. We are grateful for partnerships with Kinbridge and their YouthForce (Summer Youth Employment Program) as Greenway youth can apply and join the YouthForce team.

We look forward to connecting with other community agencies working with youth to learn from them and see what engagement opportunities there may be to collaborate. Beyond training, GCCC is looking for new ways for youth to engage and get involved at our Centre and in their community!

FOR MORE INFORMATION

please reach out to Joey Sinclair joeys@greenwaychaplin.com

SKY'S GREENWAY JOURNEY: FROM FIRST DAY OF SCHOOL TO FIRST DAY OF WORK

Hello, my name is Sky. I've known Greenway for as long as I can remember. Greenway was my preschool and I'm gonna be turning 20 so that can tell you how long I've been involved with them. Since I was 2 I lived across the street from my community center. I would always go to their BBQs, dances, and summer camps I was also in their programs like Glam Girls, Mini chiefs, and preteen/teen night. Greenway also gave me my first job of taking out the garbage and recycling. Growing up they've given me lots of experiences to meet new people and make friends.

Once I got too old for those programs I started volunteering for them and a few years I was a L.I.T for their summer camp and Glam girls. I also really enjoy volunteering at their BBQs now, want I would do either facepaint, run games, and help them set up and clean up. Then YouthForce came around and it was my first real job during the summer. Greenway was partnered with Waterloo Region housing and Greenway hired me and I worked with them every summer for 3 years.

**Greenway has done a lot for me
and I'm very thankful
to have them in my life.**

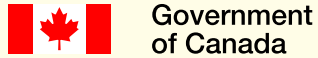


See Sky's latest
artwork on Instagram:

 [@skysartroom](https://www.instagram.com/skysartroom)

THANK YOU TO OUR SUPPORTERS!

RECREATION PROGRAM



OTHER GRANTS



LYLE S. HALLMAN
FOUNDATION

GCCC is the banker for this grant which is then for network projects or distributed to the other network agencies.

SUMMER CAMP

Cambridge &
North Dumfries Foundation
Wallenstein Feed Company
Cambridge Bingo



GCCC MEMBERSHIPS TO SUPPORT THIS COMMUNITY!

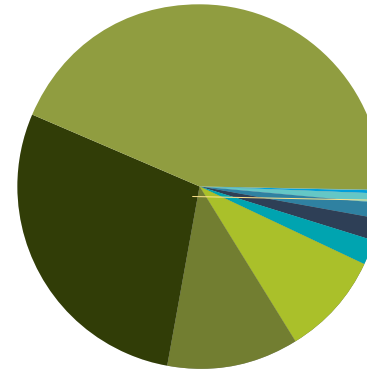
Cambridge Neighbourhood Organizations
cambridgeneighbourhoods.ca
Cambridge Chamber of Commerce
cambridgechamber.com
Sustainable Waterloo Region
sustainablewaterlooregion.ca

OPERATIONAL EFFECTIVENESS

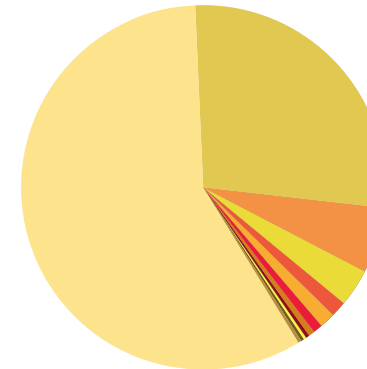
A review of the GCCC operations was on the to do list for 2020. Shifts in funding, revenue declines, staff turnover, pivot to cloud technology and future sustainability were on the list of worries for 2020. The Board and Staff started a process to review current processes and to streamline these processes. The Executive Director completed two professional development courses in 2020 to support her learning in fundraising and nonprofit finance management. These courses provided tools and resources to support GCCC in this review. COVID-19 specific funding received in 2020 helped to balance the budget but it brought more questions too.

In 2021, GCCC Board is reviewing a Reserve Funds Strategy and a 3-year Financial Plan is being built to ensure future sustainability. Diversifying funds and looking for new collaboration opportunities is a focus in building this plan.

2020 REVENUE AND EXPENSES



Foundation Grants	176,711
City of Cambridge	114,612
United Way	46,500
Government of Canada	36,281
Bingo	9,475
Region of Waterloo	7,800
Fundraising Event	4,936
Program Fees	3,740
Donations	535
Tuck Shop	30
TOTAL REVENUE	\$400,620



Salaries and Benefits	247,032
Program Costs	116,796
Professional Fees	23,878
Office & General	14,873
Insurance	5,721
Maintenance	5,651
Telephone	3,819
Fees & Dues	2,199
Fundraising	750
Advertising	714
Staff & Volunteer Training	645
Interest & Bank Charges	576
TOTAL EXPENSES	\$422,654

Excess (deficiency) of revenue over expenditure before undernoted item **(\$22,034)**
Government wage subsidy **\$59,122**

Excess of revenue over expenditure for year **\$37,088**

2020 EXPENSES	Recreation Programs	Summer Camp	Community Engagement
Salaries & Benefits \$247,032	\$102,713	\$54,982	\$89,337
Program Expenses (supplies & equipment) \$116,796	\$47,694	\$10,770	\$58,332

For a full breakdown of revenue and expenses, visit: greenwaychaplin.com/about-us/board-of-directors

WE ARE HIGH FIVE® ACCREDITED!

HIGH FIVE trained instructors use these principles to create inclusive and inviting spaces for their program participants.

- ★ A Caring Leader
- ★ The opportunity to make Friends
- ★ The opportunity to Play
- ★ The opportunity to Master skills
- ★ The opportunity to Participate

At the organizational level, HIGH FIVE helps managers and leaders keep participant experience top of mind in their assessments, training, and procedures.

This ensures that at every level, HIGH FIVE organizations are committed to delivering the highest standard of programming.

TO LEARN MORE, visit highfive.org



STEPHAN'S GREENWAY JOURNEY: FROM CAMP TRIPS TO COMMUNITY RECREATION WORK

Hi, my name is Stephan!

I was first connected to Greenway around the third grade, when my parents had split up and my mom had connected with Community Outreach through Patti. Patti helped my mom connect my siblings to camp, where I began doing trips as a volunteer with my younger brother.

My time volunteering for trips gave me the opportunity to become a camp counselor in the following years. After my first year of camp in 2018, I was presented with the chance to jump on the Afterschool Program team! Through ASP, I also got the chance to take on programs and eventually opened the door to my current position as the Community Recreation Worker.

My time at Greenway has shown me what I can do with the support of a community behind me.

I aspire to provide the community with the same confidence, support and encouragement that Greenway has been able to provide for my family.



Stephan has played an active role in the development of our community garden.

If you would like to know more about it, please contact Stephan at recreation@greenwaychaplin.com

OUR GARDEN: A PLACE TO GROW IS A PLACE TO GO!

We have begun the building stage by setting down four large raised beds, as well as four taller planters in the backyard space on the Greenway site. A day was spent adding soil to the garden beds, first from a soil delivery, then Greenway staff dug the rest of the soil from the Cambridge Waste Management Centre.

Staff has also removed the old shed and built the new shed. GCCC is working with the Region of Waterloo for further backyard updates to increase accessibility at the 116 Rouse Ave site.

In 2020, Greenway distributed gardening kits that contained vegetable seedlings for growing at home.




In 2021, Greenway continues to make progress on a shared gardening space for the community to use.





MEET OUR COVER ARTIST: BRIANNA

Hi! I'm an Honours student at Galt Collegiate and a volunteer at Greenway! I have been participating in plenty of GCCC events for almost 4 years now and spent almost every Thursday at their teen drop in! They have helped guide my art into the community to be recognized since I was young and I'm very grateful for that!

See Brianna's latest artwork on Instagram:  @dusseault_8069

Empowering **strong** community!



Greenway-Chaplin
Community Centre

Greenway-Chaplin Community Centre

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greenwaychaplin.com/engage-now



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